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October 21, 2010

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To the FCC Chairman and Commissioners:

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman and Commissioners:

I write to express my views regarding the proposed Comcast and General Electric transaction to create a new NBC Universal (NBCU) joint venture. In the Public Interest Statement filed by Comcast and NBCU with the Federal Communications Commission, the companies made voluntary, up-front commitments for the Commission's consideration, and in support of their contentions that the proposed transaction would benefit consumers, including members of diverse communities, across this country. For the reasons set forth below, I would urge the Commission to approve this proposed joint venture.

Since the announcement of this transaction more than nine months ago, Congress and the Commission have held a total of seven public hearings and forums to examine this combination and its probable effects. The House Committee on Energy and Commerce held two public hearings – one on Capitol Hill as well as a field hearing near my district in Chicago. At each of these gatherings, policymakers, business owners, and stakeholders have discussed the competitive implications of the proposed joint venture and its impact on competitors and diverse voices and communities.

Comcast's diversity related commitments in the areas of media ownership, programming, procurement, employment, community investment, and corporate governance respond to key priorities that members of this Commission and I have identified as essential components of a transaction worthy of favorable consideration. Beyond the core issue of media diversity, the parties have committed to take significant steps to enhance their workplace recruitment, career

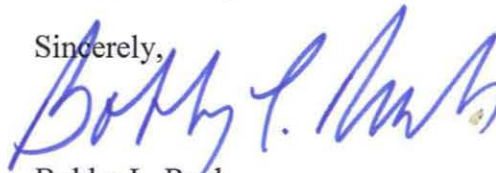
development, and supplier diversity practices. Some of the beneficiaries of these commitments will include minority banks, minority law firms, and minority suppliers of various goods and services. During these difficult economic times, such attention to the minority business community should be welcomed and must be acknowledged.

Most important to me are the significant opportunities for media diversity generated by this transaction. In broadcasting, minority business owners will have the opportunity to acquire a broadcast television station in Los Angeles – one of the biggest media markets in the U.S. Over the next eight years, Comcast will add to its cable systems ten (10) new, independently-owned and -operated cable networks that will be controlled by minority owners. Comcast has also committed to assisting owners of diverse content in offering their content over its innovative *On Demand* and *On Demand Online* platforms to reach existing and new audiences. Of further significance, Comcast has committed to establish a \$20 million venture capital fund to facilitate opportunities for minority entrepreneurs to develop new media content and applications.

I am aware that a former chairman of the Commission, who during his leadership of the agency did virtually nothing to advance minority ownership opportunities in media or to diversify media voices and content, is currently organizing opposition to the proposed transaction. Based on his record, I view his intentions as being highly suspect and lacking in credibility, and that the Commission should closely scrutinize the information put before it by all interested parties to fulfill its critical public interest responsibilities.

Given the opportunities that will be created by the proposed Comcast and NBCU joint venture, in addition to the aforementioned up-front, public interest commitments, negotiated agreements between the applicants and local broadcast owners, and other key diversity-related commitments, I believe that this transaction will promote localism, competition, and diversity, which are at the heart of the Commission's public interest analysis. In closing, I urge the Commission to continue its thorough review of this proposed joint venture and to approve it this year in order that members of the public will be able to reap these benefits without delay.

Sincerely,



Bobby L. Rush
Member of Congress

Cc:

Rick Kaplan, Chief Counsel and Senior Legal Advisor
Sherrese Smith, Legal Advisor for Media, Consumer and Enforcement
Joshua Cinelli, Legal Advisor for Media
Rosemary Harold, Legal Advisor for Media
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